

Project Self Assessment

NEED HELP?

1a. Please provide up to three goal statements drawn from the overall purpose of the project. Primary project goal statements should be broad in scope. **TIP:** Goal statements must have outcomes that can be measured in some way. Abstract goals are difficult to both enact and assess.

Like this: To create a dance portrait of the automobile industry reflecting the complexity of human movement and manufacturing.

1b. For each goal statement, provide a one-line description of how attainment of the goal should be measured. The outside evaluator will use this criteria in providing feedback to the project administrator. The evaluator may also provide feedback on the appropriateness of the measurement criteria. Your pre-determined criteria are the blueprint for feedback.

Like this: A number of complex ideas, such as humans as masters of nature, will be explored in post-performance discussion. Discussions will be facilitated, observed and recorded.

1a) Describe the primary project goals. *(Please limit to three.)*

1b) Explain the criteria you will use to determine how successful your project has been.

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2a. Please use up to three statements to address the main activities of the project.

Like this: Following performances, facilitators will develop formats and conduct discussions integrating important issues.

2a) Describe how project activities will be implemented.

2b. For each implementation statement, please provide a one-line description about how you will determine whether the activity was effectively implemented.

TIP: If you have trouble describing how you will know, the project activities may need further refinement.

Like this: Previously identified important issues, which are referenced in discussion, will be kept track of by facilitators on a specially-designed form.

2b) Explain how you will determine how effective the implementation strategies have been.

Economic Assessment

In support of Governor Jennifer M. Granholm's plan to grow Michigan's economy, the Michigan Council for Arts and Cultural Affairs has begun a process of modifying its grant programs to foster greater cultural economic development through increased **job creation, cultural tourism, capital investment and revenue generation and leveraging**. As an initial step, the Council is gathering measurable baseline information, from all fiscal year 2007 applicants and grant recipients, from which the economic "return on investment" in arts and cultural grants may be accurately assessed. A formal annual report of our findings, combined with other data, will be issued. It is the Council's expectation this information will assist those making the case for the importance of continued investment in the arts and culture of our great state. Please carefully review and complete this form, providing accurate and realistic responses, to the very best of your ability. Please attach additional sheets as necessary.

3a) Please select the economic outcomes that you feel your project addresses.

- ☐ Job Creation ☐ Cultural Tourism ☐ Capital Investment ☐ Revenue Generation/Leveraging
☐ Other _____

3b) Key Predictors of Economic Outcomes

1: What is the amount of your projected FY 2007 payroll, with fringe benefits? _____

2: What is the total amount of this grant request going toward that payroll, include fringe benefits? _____

3: What is your organization's total number of employees for FY 2007? _____

Year round: Full-time? _____ Part-time? _____ Volunteers? _____

Seasonal: Full-time? _____ Part-time? _____ Volunteers? _____

4: Estimate the number of new hires you will create for the entire organization. _____

a) How many of these will be generated specifically for this project? _____

b) How many full-time? _____ c) How many part-time? _____

5: Will your organization lose, and not replace, current employees? ☐ yes ☐ no
If yes, how many? _____

6: How many tourist visits your organization annually? _____ For this project? _____
(A tourist is defined as someone who drives 50 or more miles, one way, to reach your activity)

7: Does your organization track tourist's overnight stays associated with your activities? ☐ yes ☐ no
If yes, how many overnight tourists are you predicting for FY 2007? _____

8: Is your organization planning to make any capital investments in FY 2007? ☐ yes ☐ no
If yes, what is the projected investment? _____

9: Please list the other groups or organizations that your organization has collaborative agreements with, such as advertising, tours/visits, ticket discounts, parking, hotel/motel/B&B packages, restaurants etc.

Organization

Type of Collaboration

_____	_____
_____	_____
_____	_____

3c) Please attach a description (no more than one page) of how your project will address the outcomes you selected in 3a).

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4a. Different standards and levels of quality may be appropriate for various project activities.

Like this: The Middle Mitten quarterly newsletter will be designed by the organization's student intern, who is majoring in graphic design at ABC Community College.

4a) Describe how the concept of 'quality' will be applied and sustained through this project, to the area(s) and constituencies you serve.

4b. For each statement made in 4a, explain how you will evaluate the effectiveness and appropriateness of quality.

Like this: A question will be added to the all organization surveys, regarding the appearance and effectiveness of our newsletter and other printed communication pieces.

4b) Explain how you will determine the appropriate level of quality in your project's components.

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5a. Please provide up to three statements about how your proposal and subsequent implementation will be planned collaboratively with your audience. **TIP:** It may be that you meet with audience members to find ways to increase access, understand programming needs, etc., before you write your proposal, or that you intend to meet with them before putting final schedules together. You may give them membership on a selection committee, et cetera.

Like this: Representation from three community segments — special needs, education, and senior citizens — will be chosen to sit as members with full vote on our final selection committee.

5b. For each statement in 5a, describe both how you will decide whether the collaboration has been successful and how the assessor will get the information. The assessor will provide feedback based upon data you provide. **TIP:** These things need to be observable and verifiable.

Like this: Selection committee members will be available to the project assessor to talk about the process. Also, a brief feedback form will be obtained from them at the end of each selection meeting.

5a) Describe how you will coordinate collaboration between your organization and participating artists, educators, and members of the community served.

5b) Explain how you will determine whether collaborative planning was appropriate and successful.

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6a. Please provide up to three statements about how your project will reach new and underserved audiences.

Like this: Our organization's marketing committee will identify "missing pieces"-- age-groups, ethnic groups, neighborhoods, etc., who are not in attendance at our performances through use of our audience surveys. Advertising will be carefully targeted to reach these groups.

6a) Describe how your organization will, through this project, reach both new and under-served audiences with appropriate, quality arts and cultural activities.

6b. For each statement, describe how you will decide whether those audience development efforts have been successful.

Like this: The marketing committee will evaluate each performance's surveys to track the effectiveness of their advertising and to decide future actions in order to improve the chance of success in realizing new audience attendance.

6b) Describe how you will determine that both new and under-served audiences were reached with appropriate, quality arts and cultural activities.